

Subject: Re: Westwood Village Public-Private Parking Program
From: Monique Earl <monique.earl@lacity.org>
Date: 09/08/2017 09:06 AM
To: Andrew Thomas <andrew@thewestwoodvillage.com>
CC: Capri Maddox <capri.maddox@lacity.org>, Jay Kim <jay.kim@lacity.org>

Andrew:

Thanks for your message. Looping in my colleague Jay Kim to Assist.

Best,
Monique

ME

On Sep 5, 2017, at 4:59 PM, Andrew Thomas
<andrew@thewestwoodvillage.com> wrote:

Hello Monique,

My name is Andrew Thomas and I'm the Executive Director of the Westwood Village Improvement Association. We administer the Westwood Business Improvement District.

Our organization has been working with LADOT and the City Attorney's Office to create a program that will promote to the public, as a community benefit, privately-held public parking in our district. We believe the program will get vehicles where they are going faster, eliminate congestion, and also reduce pollution.

To participate in the program, private holders of public parking must complete with the BID's program parameters, so the parking must be available for a flat rate of \$5, be available weekdays after 5PM, and the parking must be adequately signed. We are calling the program "\$5 After 5PM" and we plan to put up some signage for the program in the public right-of-way. We've done this before for our large scale wayfinding program.

Today, Capri told me the good news that the City Attorney's Office has signed off on the program. This came after a review from Ken Fong and Michael Nagle. Apparently, the only thing left is for LADOT to approve of our \$5 After 5PM title.

Capri recommended I reach out to you to get us over the hump for this project.

Please let me know what information you might need, and how I can help.

Thanks so much!

Andrew

Andrew Thomas
Executive Director

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